

BEST USE
OF PRINT!
INMA 2020

FOR SURE!
B

Borussini -

the magazine for
Borussia's future

INMA Global Media Awards

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01 ABOUT US

- Turned 2 in January and published 25 glossy magazines yet
- Produced by a young team in Dortmund, Germany with an official licence of Borussia Dortmund
- Made for kids aged 6 to 12
- Extraordinary design to attract the reader's attention
- We reach around 12.500 kids per month and increase on a daily basis
- Free of advertisements
- Accompanying reporting in Social Media mainly on Instagram also to offer the possibility to interact with us



WHAT BORUSSINI LOOKS LIKE



02 TARGET GROUP

Have 1 to 2
siblings

Interested in
Borussia Dortmund,
and often play soccer
themselves

Children who
rarely read
and parents
who want them
to read more
often



Kids mainly aged 6-12, who love Borussia Dortmund

Living all over
Germany as well as
all around the world



03 OUR MISSION

We would like to create a print magazine children are happy to use without their smartphones. Once a month they should deliberately take the time to read in Borussini and emulate their idols - in the best case outside with their own ball trying our trainings tips.



1. Reading

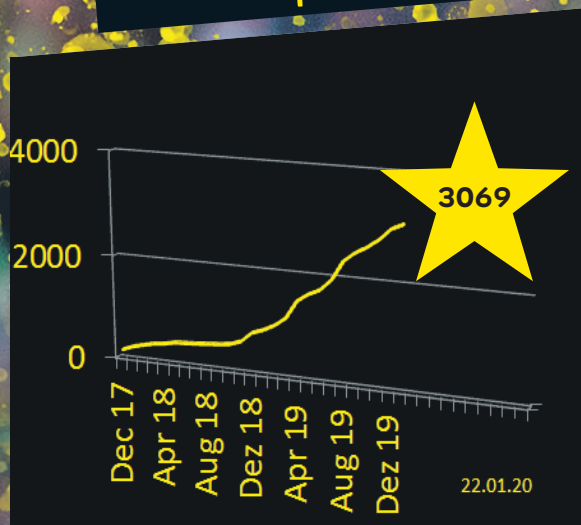
2. Nutrition

3. Fitness

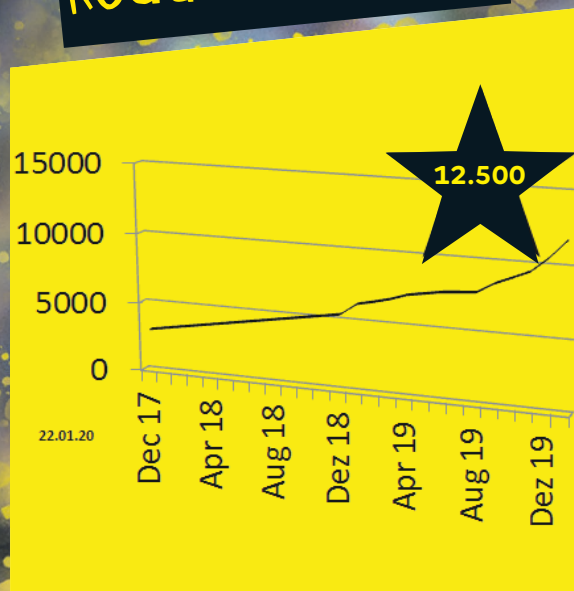


04 RESULTS

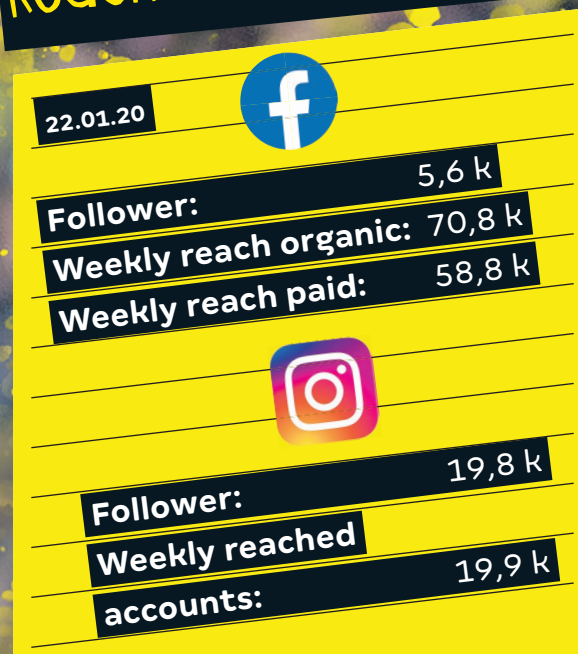
Subscriptions



Readers in total



Reach on Social Media



05 CUSTOMER OPINION

Anzahl der Befragten

0	4
1	3
2	1
3	1
4	5
5	13
6	21
7	45
8	123
9	99
10	331



Typen			
D	7.43	%	
N	26.01	%	
P	66.56	%	

Ergebnis

NPS® 59

Excellent!
59

Regular reader surveys not only bring happy customers, they also help us to keep developing our product. Churn rates below 1% reward us.

Any NPS score above 0 is „good“. It means that your audience is more loyal than not. Anything above 20 is considered „favourable“. Bain & Co, the source of the NPS system, suggests that above 50 is excellent, and above 80 is world class.



based on fb-reviews/survey(640 kids)

CUSTOMER'S OPINION

"We are very happy with Borussini. It encourages the children to read what is extremely positive."

"My son Moritz (9y) devours every edition and can't wait until the next one is in the mailbox. My daughter Mathilda (6y) can always be read from it and, for example, had a lot of fun making the BVB christmas tree for the December issue. Keep it up, Borussini gives the children a lot of joy!"

"I also use the magazine for my school class, they look forward to the new edition every month - this way I also get the children to read who otherwise show little motivation! Great!"



"You are great, keep it up, Aaron is always looking forward to the new edition and always looks straight into the mailbox. You are varied and the magazine is never boring. Simply great for small BVB fans, especially if you don't live near Dortmund. BVB comes closer to us ;-)."

"My godchild is very enthusiastic and spends a lot of time with your magazine and is then completely in her world. She is also looking forward to the events organized by you"

"We have the whole family reading it and we are absolutely thrilled with the content! Our biggest one, actually a secret BVB fan, likes to read it and always tries to imitate the tricks! Thank you for the beautiful magazine and please keep up the good work."

"Our son and I and my husband are enthusiastic about Borussini magazine. The magazine is beautifully child-friendly, my son has come a lot closer to BVB since he gets the magazine. You are doing great. :-)"



06 NEXT STEPS



With start of 2020 Borussini achieved profitability due to consistent growth because of fb-advertisement.

Stay in touch with our customers to continuously grow.

Next goal: 17.500 readers

If we have ensured maximum market coverage in Germany, we can also imagine selling Borussini in other languages as well as products similar to those of other big clubs. There are already interested parties.





Borussini



Borussini



Borussini



Borussini!

